

JOB DESCRIPTION

Brand Marketing Executive, Marketing Team – 6-Month Fixed Term Contract

CONTEXT

Everyone TV runs the UK's free-to-view TV platforms – Freeview, Freesat, and now Freely.

Freeview is the UK's largest TV platform, watched in over 15 million homes. Freeview Play, our live and on demand TV service, is used on five million devices. Freesat serves 1 million homes carrying over 170 channels and offering linear TV over satellite and on demand content over the internet.

We're also leading free TV's evolution for a streaming age through the creation of our new Freely service which launched on smart TVs in 2024, bringing aggregated live channels and free on-demand content to UK viewers over the internet for the first time.

Everyone TV is a joint venture which is owned and supported by the UK's leading public service broadcasters (PSBs) - BBC, ITV, Channel 4 and Channel 5. We are not-for-profit and funded directly by our Members, and revenues from a range of commercial activities.

Our mission is to champion free TV for all. We're passionate about bringing together great TV in one place, for free, for the nation. Working in partnership with the PSBs and many other industry players, we are focused on offering the best free TV experience to UK viewers across terrestrial TV, satellite TV and increasingly internet TV, ensuring that free TV – with public service broadcasting at its heart – remains as strong and vibrant in the future as it has been to date.

THE WAY WE WORK

Ambitious – We aim high. We are determined and ambitious about our work, always delivering the very best for our viewers.

Collaborative – We achieve together. We create strong partnerships based on trust and respect.

Supportive – We grow together. We learn from each other, and we invest in people's wellbeing and development.

ABOUT THE ROLE

The Brand Marketing Executive will work with the Brand and Creative team to maintain the visual identity of our B2B and B2C brand. Reporting into the Senior Brand

Marketing Manager you will also collaborate closely with the wider Marketing team as well as Product & Operations, Strategy, and external partners to support asset management, creative development, and partner communications.

RESPONSIBILITIES

- Continuously maintain brand excellence and ensure consistency across our brands Everyone TV, Freely, Freesat and Freeview.
- Support the Brand and Creative team by sourcing assets, content and images to build internal assets followed by obtaining approvals from partners for all of our brands.
- Oversee asset requests and delivery from partners for Freely's manufacturing operating system banners on TV home pages.
- Liaise with the Product & Operations team to ensure timely and accurate asset handovers.
- Draft briefs for asset creation and manage the process with internal and external designers. Assets include all generic evergreen content across all our brands as well as seasonal and ad-hoc needs. Channels include website, CRM newsletters, retailer packs, packaging, brand guidelines, and Brand sizzle Videos.
- Act as a point of contact for internal asset requests across the wider business and manage these requests to ensure the Brand and Creative team are developing assets that meet business needs.
- Support with the management of the asset bank and help ensure content is accurately tagged, uploaded and accessible.
- Maintain up-to-date brand resources including logos, imagery, video content, screen fills and product asset packs across owned channels and support partner updates where necessary.
- Build knowledge of the business audience profiles. Working with the internal Strategy team and external research agency.
- Build monthly highlight reports and quarterly business insights deck that drive real insight for the wider marketing team and suggest strategies and campaign adjustments to better suit the needs of our target audiences.
- Regularly review our audience profiles and ensure they are aligned with the marketing plan.
- Liaise with external designers to deliver generic campaign assets and handle ad-hoc design requests.
- Provide general support in all areas of the marketing team, including Social, PR, CRM, Editorial, and Retailer/Partner marketing.
- Organise team meetings, including agenda planning, deck preparation, note-taking and action point circulation.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Previous experience in a marketing team.
- Strong understanding of brand guidelines and experience in ensuring brand consistency across various channels.
- Confident in presenting ideas or findings in team settings.
- Experience in managing team meetings as well as circulating concise notes and actions in a timely manner.
- Strong verbal and written communication skills, with a collaborative approach to working with both internal teams and external partners as well as colleagues at all levels.
- Excellent planning and organisational skills with the ability to manage multiple projects simultaneously.
- Detail-oriented with a proactive attitude toward problem-solving and improving processes.
- Knowledge of or interest in retail, media, or entertainment industries.
- Experience of design and editing tools (Photoshop, Canva, Illustrator) would be desirable.

PERSONAL ATTRIBUTES

- Highly organised, responsive with high attention to detail and a passion for maintaining brand integrity.
- Self-starter who can work independently as well as part of a team.
- Flexible approach to work with a focus on delivery to deadlines.
- Able to work with a wide range of people, of different seniority levels, inside and outside the company.
- Collaborative and always supportive with colleagues and stakeholders.
- Resilient, able to work under pressure and deal with conflicting demands.
- Embraces and promotes a diverse working culture.
- Aware of own development needs and relishes the opportunity to expand the breadth of their skills and knowledge.
- Has a keen interest and passion for TV and the media industry.

LOCATION

The role is based in Everyone TV's central London offices, at the South Bank.

We are a flexible working employer and the company currently works a hybrid pattern.